



# JEANES HOSPITAL

Community Health Needs  
Implementation Strategy

FY14 Progress Report



**Community Benefit Implementation Plan – Progress Report**  
**Jeanes Hospital**  
**July 1, 2013 – June 30, 2014**

Priority Area #1: Plan to address the dangers of obesity and overweight BMI. Leverage the combined capabilities of several obesity-related entities in the Jeanes Hospital community and in Temple Health, to develop tools and solutions to raise awareness of the dangers of obesity and overweight body mass index (BMI).			
Goal	Action Item	Progress	Outcomes
<p>Jeanes Hospital’s goal is to assemble a regional coalition of health and wellness providers, municipal authorities, advocacy organizations, private-sector businesses, schools and universities, and other organizations, to work together in the creation of tools, events, services and educational opportunities that help community members make informed and healthy lifestyle choices. Our goal includes an audience of more than just the obese population in our service area...it also includes parents, teachers, health care providers, and everybody else who influences the health habits of our community. This coalition will define additional action items to engage the community and improve health lifestyles with a specific focus on nutrition and exercise.</p> <p style="text-align: center;"><b>Objectives</b></p> <ul style="list-style-type: none"> <li>▪ Measure –Measurement will be number of organizations joining the coalition, and a baseline of lives touched, including event participants and educational material distributed. Success in sales will also be measured when</li> </ul>	<p>Establish the mission and vision of the coalition by leaders of the charter members.</p>	<input type="checkbox"/> Not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	<p>Charter members of the coalition to-date include Jeanes Hospital’s bariatric surgery service line, Temple University’s Center for Obesity Research and Education, a medical weight management program at Temple Health Women’s Care (in its infancy), Common Market, and a local up-scale restaurant. The coalition’s mission is our overall priority area goal #1 (see above). In Year 2 we intend to add a commercial weight management advocate to the coalition.</p>
	<p>Track first year “lives touched” to establish a baseline for future years.</p>	<input type="checkbox"/> Not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	<p>The farmer’s market was established by Jeanes Hospital, the JH Auxiliary, and Common Market, making 2.5 tons of produce available to approximately 1,950 community members, employees and patients of Jeanes Hospital and Fox Chase Cancer Center. The program runs from mid-May through October. This past January (2014), the farmers’ market was recognized by the City of Philadelphia - Dept. of Public Health and the Mayor’s Office of Sustainability with the <i>Good Food is Good Healthcare</i> award.  <a href="http://pubweb.fccc.edu/connect/?p=19868">http://pubweb.fccc.edu/connect/?p=19868</a> In the second season, the program will be expanding to reach the North Philadelphia community surrounding the Temple Administrative Services Building on W. Hunting Park Avenue.</p>
	<p>Target appropriate events for distribution of tools and education.</p>	<input type="checkbox"/> Not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	<p>All of Jeanes Hospital’s community outreach events include distribution of educational material regarding healthy nutritional choices, exercise, and surgical weight management. Community Classroom now includes new “walking seminars,” this year with a cardiologist and an orthopedic surgeon with emphasis on healthy lifestyles.</p> <p>Additional education sessions included seasonal allergies, breast health, understanding advanced directives, high blood pressure, diabetes and knowing your medications. In total, 664 persons were reached through our Community Classroom and “walking seminars”.</p>
	<p>Collaborate with community partners to improve access to healthy food and promote physical activity.</p>	<input type="checkbox"/> Not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	<p>The hospital has joined forces with its Auxiliary and Common Market to offer our community and workforce a “farmer’s market” to provide healthy food choices from local farms.</p> <p>Partnered with local restaurant to create and label health menu additions.</p> <p>Planning has begun for an “obesity walk” to raise awareness and provide education for the community.</p>
	<p>Execute contract with Common Market Philadelphia or other community-based farmer’s market provider.</p>	<input type="checkbox"/> Not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed	<p>The Jeanes Auxiliary and the Common Market completed a formal agreement to product distribution agreement for the farmers market. A working relationship has been established between Jeanes Hospital, Jeanes Hospital’s Auxiliary, and Common Market. The first season of “Farm Market at Jeanes” was award-winning, garnered region-wide media attention, and sold 2.5 tons of fresh produce from local farms.</p>
	<p>Forge partnership with Jeanes Hospital</p>	<input type="checkbox"/> Not started	<p>This task has been completed and our second season was launched this spring, and will run</p>

<p>the on-campus farmer's market is launched.</p> <ul style="list-style-type: none"> <li>Expected Timing – The first year of implementation will be largely the identification of appropriate coalition partners, recruitment activity to on-board them, and the measurement of baseline activities. During this first year of recruitment activity, the charter members of the coalition can roundtable available resources, specific community needs, and subsequent coalition activity. Measurements will begin immediately.</li> </ul>	Auxiliary to operationalize the campus farmer's market.	<input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed	until November.
	Join efforts with CORE to enable a research and education platform and to develop informational materials that are evidence-based.	<input type="checkbox"/> Not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	Working collaboratively with our nutrition and bariatric service line, we have disseminated evidence-based information at community health fairs to increase the community's awareness of health lifestyle options and services available at Jeanes Hospital.
	Focus marketing efforts on bringing more community members to Jeanes Hospital's free weight management seminars, to meet a weight loss physician and learn about the options.	<input type="checkbox"/> Not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed	Our free weight management seminars were prepared and promoted to the community. In total, 18 programs were offered and 243 persons attended.
	Invite consumer-based weight management advocates (such as Weight Watchers (WW), Curves, etc.) to participate in our seminars and other outreach and employee benefit programs.	<input type="checkbox"/> Not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	Effort to engage the worksite community in weight management was achieved by forming a Weight Watchers group. During the reporting period, two WW sessions occurred and 54 staff members participated.
	Benefit hospital employees, physicians, volunteers, and visitors by posting information about healthy choices in our cafeteria and other retail food outlets.	<input type="checkbox"/> Not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed	<p>The Nutrition &amp; Hospitality Department now posts dietary information about food choices in our cafeteria and café.</p> <p>Also, room service to inpatients was recently launched, which includes a menu that promotes its healthy options.</p>

**Priority #2: Plan to strengthen early detection of cancer and chronic disease.** Reduce barriers that impede access to basic disease screenings that help identify cancer and chronic disease in adults, such as pap smear, mammogram and prostate cancer screening.

Goal	Action Item	Progress	Outcomes
<p>To augment Jeanes Hospital's annual prostate cancer screening outreach, the hospital will provide access similarly to services such as breast exams and mammograms, as well as pap tests. The hospital will enlist outreach assistance from its medical staff to appropriately provide screenings for our community, and will make an effort to market such opportunities in the service area's most underserved communities. In addition, Jeanes Hospital will survey community groups to understand reasons that a</p>	<p>More aggressively market the 2013 prostate cancer screening event and develop additional events to increase community utilization.</p>	<input checked="" type="checkbox"/> Not started <input type="checkbox"/> In progress <input type="checkbox"/> Completed	<p>Due to the recommendations of the US Preventive Services Task Force our community prostate cancer screening events were ended.</p> <p><i>Recommendation: the US Preventive Service s Task Force recommends against prostate-specific antigen (PSA)-based screening for prostate cancer. The potential benefit does not outweigh the expected harms.</i></p> <p><a href="http://www.uspreventiveservicestaskforce.org/prostatecancerscreening/prostatecancerscript.pdf">http://www.uspreventiveservicestaskforce.org/prostatecancerscreening/prostatecancerscript.pdf</a></p> <p>Our Community Classroom and our colleagues at Fox Chase Cancer center will continue to offer free community education programs discussing prostate cancer and specifically informed decision making around prostate cancer screening.</p>
	<p>Collaborate with the Jeanes Hospital Medical Staff, the Fox Chase Cancer Center Medical Staff, and Temple University Physicians, as well as the Temple Health Women's Care practice to develop access to screenings.</p>	<input type="checkbox"/> Not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	<p>Planning and program efforts to increase access to screening services and our Women's Care practice resulted in two events: Open house at Temple Women's Health where community members were invited to meet physicians and staff to discuss screening mammograms, pap tests and dexa scans and tour our facility. Additionally, we held a "walking seminar", promoted and open to the community. This seminar was focused on women and heart disease, 29 persons attended the "walking seminar". Information tables provided evidence-based information on cancer screenings, nutrition and other services available. Through our Community Classroom education sessions, focused on hypertension and stroke awareness, we provided blood pressure screenings to 58 attendees.</p> <p>Our collaboration with Temple Physician Inc. was successful, increasing screening overall</p>

<p>population that seems to access health care at a high rate would not pursue screenings.</p>			<p>mammograms. Additionally, Jeanes collaborated with insurance provider, Keystone First, to improved access to screening mammograms at THWC for low income women. Our overall baseline measurement showed that during this year (FY14), 15, 700 mammograms were performed at Jeanes Hospital and Temple Health Women’s Center.</p>
<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>Measure – First-year measurement will be number of community members who take advantage of the existing prostate cancer screening program, as a baseline to exceed in subsequent years.</li> <li>“Lives touched” in first-year screening programs for breast health and pap smears will be measured as a baseline, to exceed in subsequent years.</li> </ul>	<p>Engage community groups (i.e., Health Matters readership, Community Classroom seminar attendees, etc.) to understand reasons other than access that prevent patients from obtaining recommended screenings when they are readily and affordably available.</p>	<p><input checked="" type="checkbox"/> Not started <input type="checkbox"/> In progress <input type="checkbox"/> Completed</p>	<p>This effort will begin in year 2.</p>
	<p>Target additional educational outreach linked to screenings for specific populations.</p>	<p><input type="checkbox"/> Not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed</p>	<p>During the reporting period, a new stroke risk screening event was launched this year.</p> <p>Health Matters has addressed heart disease screening, stroke awareness. Our Community Classroom topics included mammogram, various GI topics including colonoscopy and “walk and talk” with cardiologist.</p>

**Priority Area #3: Strengthen practices for providing culturally competent care.**

Goal	Action Item	Progress	Outcomes
<p>To educate staff and physicians about the diversity of the clients/patients we serve.</p> <p>To provide high quality safe care to patients with language needs, including the deaf and hard of hearing.</p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>To provide a comprehensive symposium on Cultural</li> </ul>	<p>Participate on conference planning committee for Cultural Competency in Health Care Symposium.</p>	<p><input type="checkbox"/> Not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed</p>	<p>Staff participated in weekly conference calls leading to the May 2, 2014 symposium.</p>
	<p>Identify opportunities for Jeanes Hospital faculty to be involved in the development of topics for the symposium.</p>	<p><input type="checkbox"/> Not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed</p>	<p>Staff assisted with the development and implementation of a TUHS survey to assess learning needs for next symposium. Based on their feedback the following information was presented on May 2, 2014.</p> <p>Keynote speaker: Health Disparities, Cultural Competency and Implications for Quality Care</p> <p>Breakout sessions:</p> <ol style="list-style-type: none"> <li>Impact of Language Standards on Quality Patient Care</li> <li>Pillars of Resilience: Coping in a Cultural Context</li> <li>Working with the Deaf and Hard of Hearing Patients from Other Countries.</li> <li>Health Disparities Among Underserved Asian Americans</li> </ol>
	<p>Promote event internally to Jeanes Hospital staff.</p>	<p><input type="checkbox"/> Not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed</p>	<p>The event took place on May 2, 2014 and 121 staff members attended the symposium.</p>
	<p>Collaborate with TUHS Linguistic and cultural</p>	<p><input type="checkbox"/> Not started</p>	<p>The policies were revised and submitted for approval and are now implemented.</p>

<p>Competence.</p> <ul style="list-style-type: none"> <li>▪ To provide comprehensive training to all employees of TUHS, TUP and TPI on language access service and resources.</li> </ul>	<p>Services to add new language resources to communicate with Deaf and Hard of Hearing patients. Revise language access policies to reflect the process to use new resources.</p>	<p><input type="checkbox"/> In progress  <input checked="" type="checkbox"/> Completed</p>	
<ul style="list-style-type: none"> <li>▪ To provide an annual mandatory employee competency on Language Assistance Services and resources.</li> <li>▪ To provide a training program for bilingual employees interested in becoming dual role medical interpreters.</li> <li>▪ Continuing education for Dual Role Medical Interpreters (brown bag lunches).</li> </ul>	<p>Provide training for all TUHS bilingual employees interested in becoming Dual Role Medical Interpreters.</p>	<p><input type="checkbox"/> Not started  <input type="checkbox"/> In progress  <input checked="" type="checkbox"/> Completed</p>	<p>There were two training sessions provided for TUHS bilingual staff members. Four bilingual staff members from Jeanes Hospital participated in the training and successfully completed the training. Continuing education for Dual Role.</p>